



# **Intercity Transit Transit Branding**

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# **Case Study:**

## **Branding Intercity Transit**

- The Situation
- The Branding Process
- The Results



# **Branding:**

## **The Situation**

- Increase Appeal of Transit Service
- Update Outdated Look
- Launch New Era for Agency



# **Branding:**

## Stakeholder Involvement

- Broad Input Important
- Internal Stakeholders
- External Stakeholders
- Staff as Facilitator



# Branding: Objectives

- Define Objectives
- Identify Essential Components
- Establish Criteria
- Include Stakeholder Involvement



# Branding: Components

- Physical - buses, vanpools, facilities
- Communications - business papers, publications, service information
- Strategic – organizational philosophy, budget, agency goals



# Branding: Criteria

- Keep Name
- Incorporate Current Color of Continuity
- Increase Visibility & Appeal
- Effective Application
- 15-Year Life
- Cost Effective and Sustainable



# Branding: Components

- Business Papers – logo, tagline, letterhead, business cards
- Communications & Marketing Pieces – transit guide, service brochures, performance report, newsletter
- Vehicle Graphic Design – coaches, vans, vanpools
- Facilities – bus stop signage, shelters

- Logo with Tagline



**INTER***city*  
**TRANSIT**

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We're going your way.

- **Logo Finalists**



- **Logo Finalists**

**INTER***city*  
**TRANSIT**



**INTERCITY**  
*transit*

- **Vehicle Graphics**



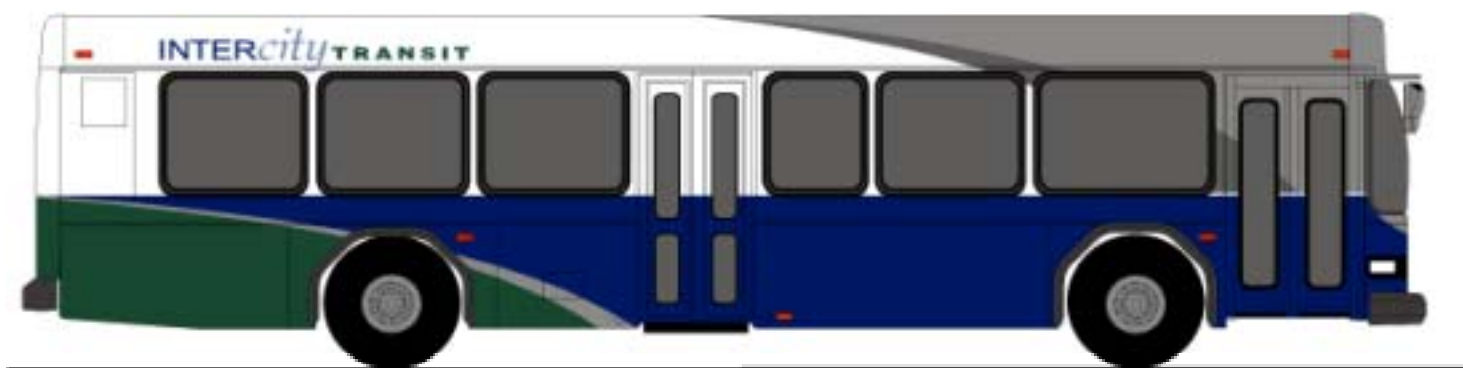
- **Vehicle Graphic Finalist**



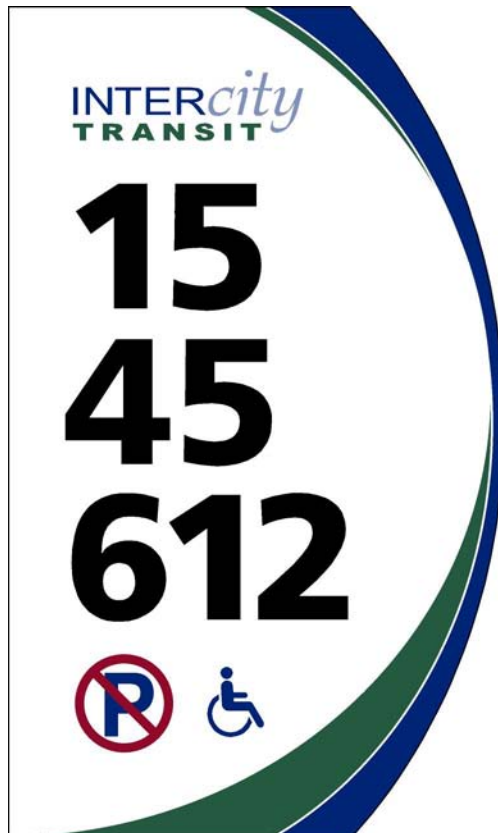
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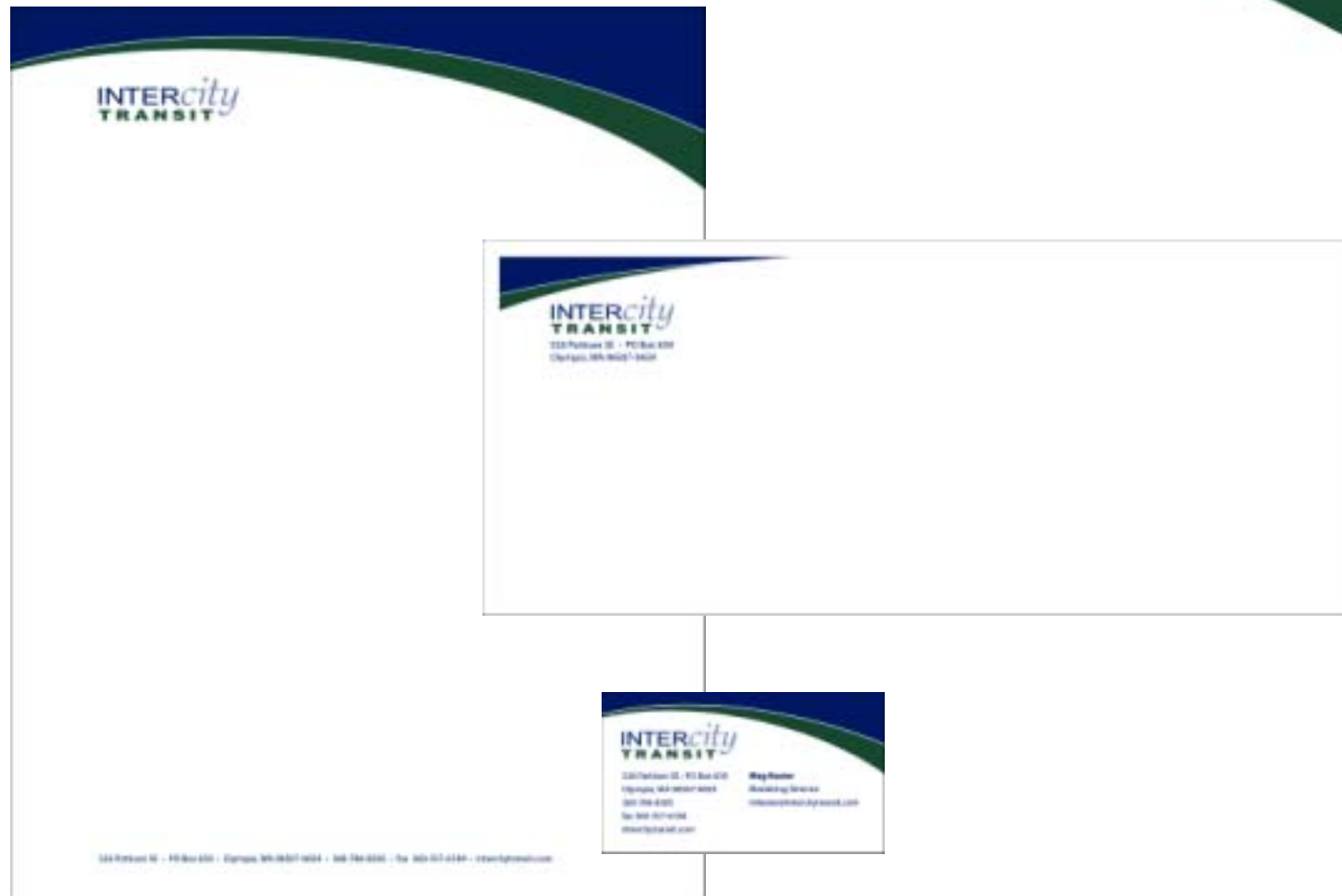
- **Vehicle Design**



- **Bus Stop Sign**



- **Business Papers**



# • Communications



- **Service Brochures**





# Branding:

## Results

- Ridership up 14.5% over past 2 years
- Public Embraces Rolling Stock
- Media Shown Interest and Support
- Employees have Ownership
- Expanded Marketing Presence –  
externally (visability) and internally (budget, work)



# Branding: Investment

- 44 new vehicles - over 6 years
- 30 new bus shelters
- Bus stop improvements,
- technological improvements



# Branding: Timeline

- 3-5 Year Commitment
- 2003 - Planning
- 2004 – Launch (vehicles, events, business papers, communications and marketing)
- 2005 – More (fleet retrofit, bus stop improvements, signage)



# **Branding:** Lessons Learned

- Know Your Community
- Buy In Pays Dividends
- Collaboration = Better Outcome
- Good Designers Essential
- Timing is Everything



# Thank You